

AMENDMENT TO THE CLAIMS

1. (Currently Amended) A method, comprising:

 defining a match between a user classification and an incentive;

 receiving content information describing ~~at least one user's~~ content selections from a user;

 receiving clickstream data describing actions performed by the ~~at least one~~ user while viewing the content selections;

 receiving ~~the at least one user's~~ credit card purchase records associated with the user;

 merging, by a processor, the clickstream data with the content information to generate event timeline data ~~describing an event timeline~~ that describes the clickstream data and the content information over time; and

 classifying the user by the processor in the user classification when the event timeline data ~~describing the event timeline~~ relates to the at least one user's purchase records; and

 transmitting the incentive to the at least one user.
2. (Currently Amended) The method of claim 1, wherein the ~~at least one~~ user's content selections comprise a channel viewed by the ~~at least one~~ user, a program shown on the channel, and the amount of time the channel is watched.
3. (Previously Presented) The method of claim 1, further comprising collecting the content information.
4. (Currently Amended) The method of claim 1, wherein the ~~at least one~~ user's content selections comprise how much of an advertisement the ~~at least one~~ user views.
5. (Canceled)

6. (Currently Amended) The method of claim 1, wherein classifying the ~~at least one~~ user further comprises relating the credit card purchase records and the ~~at least one~~ user's content selections when the ~~at least one~~ user views advertisements for a product and purchases the product.
7. (Currently Amended) The method of claim 1, wherein classifying the ~~at least one~~ user further comprises classifying the ~~at least one~~ user in the user classification when the clickstream data satisfies a predefined parameter defining television viewing habits for the user classification.
8. (Previously Presented) The method of claim 1, further comprising determining whether a product associated with the incentive was purchased.
9. (Previously Presented) The method of claim 1, wherein the clickstream data comprises global computer network viewing data.
10. (Previously Presented) The method of claim 1, further comprising retrieving survey data.
11. (Currently Amended) The method of claim 1, wherein receiving the ~~at least one~~ user's credit card purchase records comprises receiving a price paid for a product and a time the product was purchased.
12. (Previously Presented) The method of claim 1, wherein the incentive comprises an image embedded into television media content.
13. (Previously Presented) The method of claim 1, wherein the incentive comprises a redeemable electronic coupon.
14. (Previously Presented) The method of claim 1, wherein the incentive comprises a banner.

15. (Currently Amended) A system for delivering targeted incentives to a user, comprising:

a processor executing code stored in memory that causes the processor to:

receive ~~a at least one~~ user's content selections associated with a set-top box;

receive clickstream data describing actions performed by the ~~at least one~~ user while viewing the content selections;

generate event timeline data ~~describing an event timeline~~ that describes the clickstream data and the content information over time;

receive ~~the at least one user's~~ credit card purchase records describing ~~the at least one user's~~ purchases by the user;

define a match between a user classification and an incentive; and

classify the ~~at least one~~ user in the user classification when the event timeline data ~~describing the event timeline~~ relates to the credit card purchase records ~~at least one user's purchases~~.

16. (Canceled)

17. (Canceled)

18. (Currently Amended) The system of claim 15, wherein the code further causes the processor to relate the ~~at least one~~ user's credit card purchase records and the ~~at least one~~ user's content selections when the ~~at least one~~ user views advertisements for a product and purchases the product.

19. (Currently Amended) The system of claim 15, wherein the code further causes the processor to classify the ~~at least one~~ user in the user classification if the clickstream data satisfies a predefined parameter, the parameter defining television viewing habits for the user classification.

20. (Previously Presented) The system of claim 15, wherein the code further causes the processor to determine whether a product associated with the incentive was purchased.
21. (Previously Presented) The system of claim 15, wherein the code further causes the processor to receive global computer network viewing data.
22. (Previously Presented) The system of claim 15, wherein the code further causes the processor to receive survey data.
23. (Previously Presented) The system of claim 15, wherein the code further causes the processor to determine a price paid for a product and a time the product was purchased.
24. (Previously Presented) The system of claim 15, wherein the incentive comprises an image embedded into television media content.
25. (Previously Presented) The system of claim 15, wherein the incentive comprises a video program.
26. (Previously Presented) The system of claim 15, wherein the incentive comprises a banner.
27. (Previously Presented) The system of claim 15, wherein the incentive comprises a coupon.
28. (Previously Presented) The method of claim 1, wherein the incentive comprises a video program.
29. (Currently Amended) The method of claim 1, wherein the ~~at least one~~ user's content selections comprise video games.

30. (Currently Amended) The method of claim 1, wherein the ~~at least one~~ user's content selections comprise audio content.
31. (Previously Presented) The method of claim 1, further comprising identifying the incentive by a product.
32. (Previously Presented) The method of claim 1, further comprising identifying the incentive by a demographic.
33. (Currently Amended) The method of claim 1, wherein transmitting the incentive to the ~~at least one~~ user comprises transmitting the incentive by mail.
34. (Currently Amended) The method of claim 1, wherein transmitting the incentive to the ~~at least one~~ user comprises transmitting the incentive by electronic message.
35. (Currently Amended) The method of claim 1, further comprising receiving records related to a shopping card in which the ~~at least one~~ user is given a discount in exchange for using the shopping card.
36. (Previously Presented) The method of claim 1, further comprising receiving separate identification codes identifying each user of a common user terminal.
37. (Previously Presented) The system of claim 15, wherein the code further causes the processor to receive separate identification codes identifying each user of a common user terminal.
38. (Currently Amended) A method for marketing, comprising:

defining a match between a user classification and a redeemable electronic coupon;

receiving content information associated with ~~at least one user's~~ a content selection associated with a user;

receiving clickstream data describing actions performed by the ~~at least one~~ user while viewing the content selection;

receiving the ~~at least one user's~~ credit card purchase records describing purchases associated with the user from retail stores;

merging, by a processor, the clickstream data with the content information to generate event timeline data ~~describing an event timeline~~ that describes the clickstream data and the content information over time;

classifying the ~~at least one~~ user by the processor in a user classification when the event timeline data relates to the credit card purchase records ~~at least one user's purchases from the retail stores~~; and

transmitting the redeemable electronic coupon to the ~~at least one~~ user.